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ABSTRACT

The information in this booklet has been compiled to help students select a college or university where a program in advertising education is offered. Information for each of the 110 programs listed in the booklet includes: (1) title of program; (2) specific degrees obtainable; (3) accreditation; (4) number of advertising students and graduates; (5) number of full-time faculty teaching one or more advertising courses per year; (6) number of scholarships available; (7) financial assistance available; (8) entrance requirements for the university and the program; (10) cost; and (11) the person to write to for more information. (RS)

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WHERE SHALL I GO TO COLLEGE TO STUDY ADVERTISING?

1990 Edition

Edited by Billy I. Ross

2

ADVERTISING PROGRAMS

in

UNITED STATES

COLLEGES AND UNIVERSITIES

Edited by
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Distinguished Visiting Professor
Louisiana State University
Baton Rouge, Louisiana

Donald G. Hileman (1925-1984)
Co-Editor 1965-1984

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FOREWORD

The information in this booklet has been compiled to help you select a college or university where a program in advertising education is offered. It is not the intent of this booklet to evaluate the schools listed; rather it is to list the schools that propose to offer some sort of advertising training, and to present some of the pertinent data about these programs which might be of value to you in making your decision on which to attend.

In most instances these are schools which provide a liberal professional advertising education. The liberal implying a good general education in arts, sciences and humanities and the professional adding certain specialized knowledge and skills necessary to the practice of advertising.

Advertising programs are found in two major areas of the university, journalism/mass communications and business (more specifically, marketing). Some universities listed have programs in both areas. Where the program is journalism/mass communications, emphasis is usually placed on the creative or writing end of advertising and the education will provide the student with additional knowledge and skills in writing and editing.

Where the program is found in business or marketing, the emphasis will largely be on the planning and management end of advertising and the student will be taking additional work in courses involving general business practices. In many instances where the program is in journalism/mass communications, students are encouraged to take additional work in marketing and vice versa.

Some detailed information about these programs is presented in this booklet, but it is hoped that the prospective students will use this booklet as a reference to select a half dozen or so schools which he/she feels offers the type of program he/she might want and then contact the Dean, Director, or Chairman for more specific information.

KEY TO PROGRAM INFORMATION

The schools listed have indicated programs designated to educate students interested in a career

in advertising. The minimum requirements for a school to be listed in the booklet include: 1. that the school has indicated a recommended sequence of courses for the advertising student; 2. that the school's catalogue states that an advertising program exists; and 3. that the school requires at least three specifically titled advertising courses.

Information on each program following the name of the university or college, the department, and the city will be keyed according to the numbers and classifications listed below. Where numbers are omitted information was not available.

(1) Title of the program. **Advertising Major** implies an arrangement of courses, including a core of advertising courses, designed to educate students for careers in advertising. This usually means the degree will be in advertising and will carry that title on the degree. Such programs are found both in journalism/mass communication and business.

Advertising Sequence is used primarily in journalism/mass communications. It is a term used for the organization of the curriculum in journalism/mass communications into certain subcurricula or subdivisions. This term is used by those schools that feel they provide a "professional education," including a broad liberal arts background, strong writing foundation, and a group of courses designed to give specialized training in advertising.

The program titles including **Specialization, Area, Option, Emphasis,** and **Concentration** do not have uniform definitions. They are used by both business and journalism/mass communications. In most cases the terms are used to describe programs that are less specialized than **Sequence** or **Major**. Approximately 10% of the schools included in the booklet use these program names.

(2) Specific degrees obtainable.

(3) Accreditation:

All of the colleges and universities represented in this booklet have been accredited by the general accrediting bodies in their regions. In addition, some of the journalism programs have been accredited by the Accrediting Council on Education in Journalism and Mass Communications (ACEJMC) and some schools

of business by the American Association of Collegiate Schools of Business (AACSB).

(4) a. Number of Advertising Graduates:
B -- Bachelor's Degree
M -- Master's Degree
D -- Doctor's Degree

b. Number of Advertising Students:
F&S--Freshmen and Sophomores;
J&S--Juniors and Seniors;
G--Graduate

(5) Full-time Faculty (primary source of income from teaching) members on the staff teaching one or more advertising courses per year.

(6) Number of scholarships available.

(7) Financial Assistance Available:
A-assistantships
L-loans
C-on-campus employment
OC-off campus employment

(8) Entrance Requirements (University):
R-resident of state
NR-out-of-state residence
U-upper (will be followed by figures such as 2/3rds) referring to high schools class standing
L-Lower (same comment above applies)

All programs require a high school diploma or passage of the GED (General Education Degree). In addition, most schools require passage of special entrance tests.

(9) Entrance Requirements (Schools or Department): Some schools require a Grade Point Average higher than the all-university requirement. This is noted. In addition, some school require the student to have attained junior status. This is noted. Some require passage of special examinations in addition to the university tests. This is noted.

(10) Cost: (9-month academic year)
I&F-tuition and fees (in state)
OS-out-of-state tuition and fees
R-room rental
B-Board
R&B-room and board figures as one item

(11) AAF, College Chapters

(12) The person to write for more information

ALABAMA

UNIVERSITY OF ALABAMA
Tuscaloosa, AL 35487-0172
Department of Advertising-Public Relations
(1) Major (2) BA MA PhD (3) ACEJMC (4) a. 110B, 3M b. F&S 259, J&S 214, M 16, D 2 (5) 6 (6) 6 (7) A,C (8) ACT or SAT (9) Language Proficiency, 2.0 GPA on 4.0 scale (10) T&F R $1860; OS $2310; R&B $1500 (11) AAF (12) John Eighmey, Chairman (205)348-5457

ALASKA

UNIVERSITY OF ALASKA ANCHORAGE
Anchorage, AK 99508
Department of Journalism and Public Communications
(1) Sequence (2) BA (4) a. 5B b. F&S 28, J&S 23 (5) 1 (6) 2 (7) L,C,OC (10) T&F R $971; OS $2797 (11) R $1800 (12) Sylvia Broady (907)786-1329 (Current information not furnished)

ARIZONA

ARIZONA STATE UNIVERSITY
Tempe, AZ 85287
Department of Marketing
(1) Option (2) BS (3) AACSB (4) a. 27B b. F&S 39 (5) 2.5 (6) 2 (7) A,L,C,OC (8) ACT or SAT (10) T&F R $1362 OS $4484 R&B $4000 (12) Michael P. Mokwa, Chair (602)965-3622

NORTHERN ARIZONA UNIVERSITY
Flagstaff, AZ 86011
School of Communication
(1) Major (2) BS (4) a. 40B b. F&S 80, J&S 85 (5) 2 (6) 13 (7) A,L,C,OC (8) ACT or SAT (10) T&F R $1412; OS $5004; R&B $2450 (11) AAF (12) Norman J. Medoff (602)523-2521

ARKANSAS

ARKANSAS STATE UNIVERSITY
State University, AR 72467
College of Communications
(1) Emphasis (2) BS (3) ACEJMC (4) a. 12B b. F&S 49, J&S 51 (5) 3 (7) L,C (10) T&F R $1200; OS $2450; R&B $2190 (11) AAF (12) Robert Swearengin (501)972-3076

UNIV. OF ARKANSAS AT LITTLE ROCK
Little Rock, AR 72204

College of Business Administration
(1) Major (2) BBA MBA (3) AACSB (4) a. 41B, 2M b. J&S 110, M 2 (5) 3 (6) 4 (7) A,L,C,OC (8) ACT (9) 3.2 GPA, Jr standing (10) T&F $1400; OS $3450; no on-campus housing (11) AAF (12) Gene G. McCoy, Coordinator (501)569-3358

CALIFORNIA

CALIFORNIA STATE UNIVERSITY
FULLERTON, CA 92634
Department of Communications
(1) Sequence (2) BA MA (3) ACEJMC (4) a. 230B, 18M b. F&S 60, J&S 300, M 15 (5) 5 (6) 13 (7) A,L,C,OC (8) U 1/3 or test (9) test (10) T&F R $800; OS $5200 (11) AAF (12) Dr. Edgar P. Trotter, Chair (714)773-3108 (Current information not furnished)

CALIFORNIA STATE UNIVERSITY
LOS ANGELES, CA 90032
Department of Communication Studies
(1) Sequence (2) BA (4) a. 20B b. F&S 10, J&S 15 (5) 1 (6) 3 (7) A,L,C,OC (10) F R&OS $290 per quarter; T OS $126 per unit; R $2,142 (12) Donn Silvis (213)343-4200

PEPPERDINE UNIVERSITY
Malibu, CA 90265
Communication Division, Seaver College
(1) Major (2) BA MA (4) a. 26B, 4M b. F&S 43, J&S 56, M 2 (5) 1 (7) A,L,C,OC (8) 3.2 HS GPA; SAT 1000 or ACT 24 (9) Soph GPA 2.5(4.0) pass language skills exam (10) T&F $12,100; R&B $4900 (11) AAF (12) Bert Ardoin (213)456-4258

SAN DIEGO STATE UNIVERSITY
San Diego, CA 92182
Journalism Department
(1) Emphasis (2) BA (3) ACEJMC (4) a. 18OB (b) F&S 305, J&S 290 (5) 2 (7) L (8) U 1/2 (10) T&F $368; OS $1500; no on-campus housing (12) Prof. Jessica Severn (619)594-5493

SAN JOSE STATE UNIVERSITY
San Jose, CA 95192
Department of Journalism and Mass Communications
(1) Major (2) BS MS (3) ACEJMC (4) a. 152B b. F&S 204, J&S 516 (5) 7 (6) 3 (7) L,C,OC (8) HSG U 1/3 + ACE score + GPA (10) F R $904; OS $904 + $189 per unit; R&B $3720-$4180 (11) AAF (12) Marshall Raines (408)924-3248

COLORADO

UNIVERSITY OF COLORADO
Boulder, CO 80309
School of Journalism and Mass Communication
(1) Sequence (2) BS MA PhD(3) ACEJMC (4) a. [illegible] b. J&S 130; M 5 (5) 4 (6) 3 in-state [illegible] A,L,C,OC (8) U 1/2 (9) 3.5 on 5pt or 2.5 on 4pt, Jr standing (10) T&F $1692; OS $7570; R&B [illegible] AAF (12) Charles Frazer, Dept. Head (303)[illegible]

UNIVERSITY OF DENVER
Denver, CO 80208
Department of Marketing
(1) Specialization (2) BSBA MBA (3) [illegible] (4) a. 15B b. J&S 35, M 8 (5) 1 (6) 5 (7) A,L,C,OC (9) Jr status 2.00 GPA (10) T&F $10500; R $[illegible] (11) AAF (12) Dr. Donald R. Glover (303)871-2265

UNIVERSITY OF NORTHERN COLORADO
Greeley, CO 80639
Department of Journalism and Mass Communications
(1) Emphasis (2) BA (4) a. 1B b. J&S 1[illegible] (5) 2 (7) L,C,OC (8) HS GPA 2.8, ACT 21, SAT 89[illegible] (9) Jr 2.5 GPA (10) T&F R $1726; OS T&F $4462; R&B [illegible] AAF (12) Wayne W. Melanson (303) 351-22[illegible]

CONNECTICUT

UNIVERSITY OF BRIDGEPORT
Bridgeport, CT 06602
Department of Mass Communications
(1) Major (2) BA (4) a. 18B b. F&S 50, J&S [illegible] 1.5 (6) 2 (7) L,C,OC (8) U 1/2 (10) T&F [illegible]; R&B $4828 (11) AAF (12) Jerry L. Allen (20[illegible]

FLORIDA

FLORIDA INTERNATIONAL UNIVERSITY
Bay Vista Campus, North Miami, FL 3318[illegible]
Department of Communication
(1) Sequence (2) BS MA (4) a. 50B b. J&S [illegible] (7) A,L,C,OC (8) Competitive (9) 2.5 on first 12 hrs (10) T&F $3656-$4624; R - $1600, B [illegible] (11) AAF (12) Jim Eiseman (305)940-5625

FLORIDA SOUTHERN COLLEGE
Lakeland, FL 33801-5698
Communication Department
(1) Concentration (2) BA BS (4) a. 32B b. F&S 27, J&S 28 (5) 5 (6) 2 (7) L,C (10) T&F [illegible]; R&B $3870 (11) AAF (12) John P. Obrecht (81[illegible]

UNIVERSITY OF CENTRAL FLORIDA
Orlando, FL 32816
School of Communication
(1) Sequence (2) BA (4) a. 80B h. JAS 300 (5) 3 (6) 5 (7) A,L,C,OC (8) N C ave, 840 SAT or 17 ACT (9) 2.25 GPA, grammar & typing tests (10) T&F $34. cr hr; NR $121. cr hr; R&B $1149-$1428 (12) Dr. James B. Weiler, Chairman (407)275-2681

UNIVERSITY OF FLORIDA
Gainesville, FL 32611
Department of Advertising
(1) Major (2) BS MA PhD (3) ACEJMC (4) a. 253B, 2M h. J&S 382, M 26, D 3 (5) 9 (6) 10 (7) A,L,C,OC (8) Fr 3.5 GPA, 1140 SAT; Trf 3. GPA, AA degree (9) 3. GPA, 60 hrs; Trf 3. GPA AA degree (10) T&F R $61. pah; OS $240.pah; R $1304, D $1400-1600 (11) AAF (12) Dr. Joseph R. Pisani, Chairman (904)392-4066

FLORIDA STATE UNIVERSITY
Tallahassee, FL 32306
Department of Communication
(1) Sequence (2) BS MS PhD (4) a. 25B h. J&S 50 (5) 8 (6) 2 (7) A,L,C,OC (8) C 25% (9) Jr 3.0 (10) T&F R $37 cr hr; OS $124 cr hr; R&B $1300 (11) AAF (12) Barry Solomon (904)644-5034

UNIVERSITY OF MIAMI
Coral Gables, FL 33124
School of Communication
(1) Major (2) BS (4) a. 20B h. F&S 127, J&S 99 (5) 5 (6) 3 (7) A,L,C,OC (8) SAT or ACT, BG standing (10) T&F $9000; R $2070, R $1490 (11) AAF (12) S. L. Harrison (305)284-2265

UNIVERSITY OF SOUTH FLORIDA
Tampa, FL 33620
Department of Mass Communications
(1) Sequence (2) BA MA (3) ACEJMC (4) a. 58B, 1M h. F&S 40, J&S 120, M 4 (5) 3 (6) 1 (7) L,C,OC (9) 2.7 GPA (10) T&F R $40. pah; OS $127. pah; R&B $940 (11) AAF (12) Dr. William Fudge (813)974-2591

UNIVERSITY OF WEST FLORIDA
Pensacola, FL 32514-0102
Department of Communication Arts
(1) Sequence (2) BA MA (3) ACEJMC (4) a. 35B h. F&S 60, J&S 40, M 8 (5) 2 (6) 2 (7) A,L,C,OC (9) 2.7 GPA (10) R T&F $40. cr hr; OS $130 cr hr; R $1206; D $1726 (11) AAF (12) Tom Groth (904)474-2862

UNIVERSITY OF GEORGIA
Athens, GA 30602
School of Journalism and Mass Communication
(1) Major (2) ABJ MA PhD (3) ACEJMC (4) a. 118B, 10M, 6D b. J&S 225, M 10 D 5 (5) 12 (6) 6 (7) A,L,C,OC (8) B ave. 950+SAT and 15 Fr hr (9) Jr 2.5+ Engl test (10) T&F R $1917; OS $5085; R&B 2820 (11) AAF (12) Dr. Len N. Reid (404)542-4791

GEORGIA SOUTHERN COLLEGE
Statesboro, GA 30460-8154
Department of Marketing
(1) Emphasis (2) BBA (3) AACSB (4) a. 18B b. J&S 28 (5) 5 (7) A,L,C,OC (8) 750 SAT + 2. HS GPA (9) 2. GPA Soph (10) T&F R $1506, OS $3888; R&B $2280 (12) Dr. D. L. Thompson, Chairman (912)681-5022

IDAHO

UNIVERSITY OF IDAHO
Moscow, ID 83843
School of Communication
(1) Option (2) BA BS (4) a. 23 b. P&S 38, J&S 60 (5) 1 (6) 10 (7) L,C,OC (10) T&F R $1092, OS $3092; R&B $2250 (11) AAF (12) Mark Secrist (208)885-6458

ILLINOIS

BRADLEY UNIVERSITY
Peoria, IL 61625
Division of Communication
(1) Major (2) BA BS (4) a. 95B b. P&S 135, J&S 100 (5) 2.5 (7) L,C (8) C 1/2, ACT or SAT (9) Trs 2.5 (10) T&F $7900; R&B $4600 (11) AAF (12) John Ellerbach (309)677-2234

NORTHWESTERN UNIVERSITY
Evanston, IL 60208
Department of Advertising
(1) Major (2) MSA (4) a. 47M, 3D b. M 73, D 3 (5) 12 (6) 3 (7) L,C,OC (9) GRE or GMAT (10) T&F $11,337; R $5646 (12) Dr. Martin Block, Director (708)491-5665

ROOSEVELT UNIVERSITY
Chicago, IL 60605
College of Business
(1) Major (2) BSBA MSMC (4) a.-62B. 24M b. P&S 11, J&S 89, M 295 (5) 6 (6) 10 (7) A,L,C,OC (8) 18 ACT (9) C Ave UG, B-C Ave G (10) T&F $7890; R&B $4000 (11) AAF (12)Dr. Robert E. J. Snyder, Director, MSMC (312)341-3848

SOUTHERN ILLINOIS UNIVERSITY
Carbondale, IL 62901
School of Journalism
(1) Sequence (2) BS MA MS (3) ACEJMC (4) a. 81B 2M b. F&S 85, J&S 141, M 3 (5) 4 (6) 10 (7) A,L,C,OC (8) 19 ACT or 16-18 ACT & U 1/2 HS grad class (10) T&F R $1904; OS $4541; R&B $2624 (11) AAF (12) Walter B. Jaehnig, Director (618)536-3361

UNIVERSITY OF ILLINOIS
Urbana, IL 61801
Department of Advertising
(1) Major (2) BS MS PhD (3) ACEJMC (4) a. 105B, 27M, 5D b. J&S 212, M 50, D 6 (5) 9 (6) 3 (7) A,L,C,OC (8) GPA 4 (10) T&F R $3376; OS $8056; R&B $3538 (11) AAF (12) Dr. Kim B. Rotzoll, Head (217)333-1602

INDIANA

BALL STATE UNIVERSITY
Muncie, IN 47306
Department of Journalism
(1) Sequence (2) BA BS (3) ACEJMC (4) a. 290 b. F&S 112, J&S 74 (5) 2 (6) 6 (7) A,L,C,OC (8) SAT 800 ACT 18 (10) T&F R $1767; OS $4074; R&B $2295 (11) AAF (12) Walter F. Baker, Coordinator (317)285-1743

INDIANA UNIVERSITY
Bloomington, IN 47405
School of Journalism
(1) Sequence (2) BA BS MA PhD (4) a. 30B b. F&S 16, J&S 144 (5) 1 (6) 4 (7) A,L,C,OC (8) R U 1/2, OS U 1/4 (10) T&F R $1887; OS $5148; R&B $2900-3200 (12) Dean Trevor Brown (8121335-9247

PURDUE UNIVERSITY
West Lafayette, IN 47907
Department of Communication
(1) Concentration (2) BA (4) a. 60B b. J&S 110 (5) 2 (7) L,C,OC (9) 4.75 GPA on 6.0 scale (10) T&F R $2032; OS $6264; R&B $3070 (11) AAF (12) Candiss Bahsa Vibbert, Director of UG Studies (317)494-3429

IOWA

DRAKE UNIVERSITY
Des Moines, IA 50311
School of Journalism and Mass Communication
(1) Major (2) BAJ MAMC (3) ACEJMC (4) a. 92B, 18M b. F&S 128, J&S 180, M 20 (5) 2 (6) 3 (7) A,L,C,OC (8) U 1/2 (10) T&F $8710; R&B $3330 (11) AAF (12)

Professor Louis J. Wolter (515)271-2138

IOWA STATE UNIVERSITY
Ames, IA 50011
Department of Journalism and Mass Communication
(1) Sequence (2) BS BA MS (3) ACEJMC (4) a. 47B, IM b. F&S 103, J&S 109 (5) 4 (6) 4 (7) A,L,C,OC (8) U 1/2 or ACT 24 (9) Engl Test (10) T&F R $1826; OS $5982; R&B $2600 (11) AAF (12) Veryl Fritz, Adv. Coord. or J. Thomas Emmerson, Chair (515)294-0486

KANSAS

KANSAS STATE UNIVERITY
Manhattan, KS 66506
A. Q. Miller School of Jour and Mass Communications
(1) Sequence (2) BA BS MS (3) ACEJMC (4) a. 42B b. F&S 37, J&S 99 (5) 2 (6) 22 (7) A,L,C,OC (9) Trf 2.0/4.0 GPA, language skills exam (10) T&F R $1361; OS $3791; R&B $2100 ave. (11) AAF (12) Dr. R. Charles Pearce (913)532-6890

UNIVERSITY OF KANSAS
Lawrence, KS 66045
School of Journalism
(1) Sequence (2) BS MS (3) ACEJMC (4) a. 157B b. F&S 13, J&S 323, M 10 (5) 9 (6) 9 (7) A,L,C,OC (8) R HSG ACT; NR ACT (9) Jr 2.5/4.0 (10) T&F R $1450; OS $4248; R&B $2336 (11) AAF (12) Laurence V. Johnson (913)864-4755

WICHITA STATE UNIVERSITY
Wichita, KS 67208
Elliott School of Communication
(1) Sequence (2) BA (4) a. 37B b. F&S 9, J&S 73 (5) 2 (6) 2 (7) L,C,OC (8) SAT or ACT (10) T&F R $100. per cr hr; OS $286 per cr hr; R&B $2625-2759 (11) AAF (12) Bob Illidge (316)689-3115

KENTUCKY

MURRAY STATE UNIVERSITY
Murray, KY 42071
Dept. of Journalism and Radio-TV
(1) Major (2) BA BS MA MS (3) ACEJMC (4) a. 19B, b. F&S 28, J&S 60, M 1 (5) 3 (6) 10 (7) A,L,C,OC (8) R NR U 1/4 (10) T&F R $1170; OS $3290; R&B $2160 (11) AAF (12) Robert McGaughey, Chairman (502)762-6874

UNIVERSITY OF KENTUCKY
Lexington, KY 40506

School of Journalism
(1) Sequence (2) BA BS (3) ACEJMC (4) a. 54B b. F&S 98, J&S 139 (5) 4 (6) 1 (7) A,L,C,OC (8) NR U 20% (9) Jr 2.6 GPA (10) T&F R $1560; OS $4320; R&B $2960 (11) AAF (12) Scott Whitlow, Coordinator (606)257-1619

WESTERN KENTUCKY UNIVERSITY
Bowling Green, KY 42101
Department of Journalism
(1) Major (2) BA (3) ACEJMC (4) a. 28B b. F&S 66, J&S 128 (5) 3 (6) 4 (7) A,L,C,OC (8) NR 2. HS ave, U 1/2 (9) 2.25 GPA (10) T&F $1160; OS $1260 (11) AAF (12) Carolyn Stringer (502)745-4143

LOUISIANA

LOUISIANA STATE UNIVERSITY
Baton Rouge, LA 70803
Manship School of Journalism
(1) Sequence (2) BAJ MJ (3) ACEJMC (4) a. 100B, 2M b. F&S 105, J&S 287, M 4 (5) 7 (6) 11 (7) A,L,C,OC (8) NR HS rank, ACT/SAT (9) 2.5 GPA on 60 sm hrs, Eng & Typing tests (10) T&F R $1834; OS $5034; R $820-1896, B $870 (11) AAF (12) William E. Giles, Director (504)388-2336

LOYOLA UNIVERSITY
New Orleans, LA 70118
Department of Communications
(1) Sequence (2) BA (4) a. 106B b. F&S 241, J&S 180 (5) 1 (7) L,C,OC (8) SAT/ACT (9) 2.5 GPA, Jr (10) T&F $7250; R&B $3700 (12) Dr. Larry Lorenz, Chairman (504)865-3430

MAINE

UNIVERSITY OF MAINE
Orono, ME 04469
Dept. of Journalism & Broadcasting
(1) Major (2) BA (4) a. 47B b. F&S 91, J&S 100 (5) 2 (7) L,C,OC (8) ACT composite scores & size of class (9) 53 hr/2.5 GPA (10) T&F R $1850; OS $4910; R&B $3390 (12) Stuart J. Bullion, Chairman (207) 581-1283

MARYLAND

UNIVERSITY OF MARYLAND
College Park, MD 20742
College of Journalism
(1) Sequence (2) BS MA (3) ACEJMC (4) a. 72B b. J&S

124, M 13, 1 D (5) 3 (6) 3 (7) A,L,C,OC (8) U 1/2 (9) 2.7 GPA Jr (10) T&F R $2096; OS $5754; R&B $3978 (11) AAF (12) Dr. Eric J. Zanot (301)454-6932

MASSACHUSETTS

BOSTON UNIVERSITY
Boston, MA 02215
School of Mass Communication/Public Relations
(1) Concentration (2) BS MS (4) a. 206B, 22M b. J&S 261, M 26 (5) 5 (7) A,L,C,OC (8) SAT (9) B ave trs (10) T&F $14,035; R&B $5540 (12) Walter Lubars, Chairman 1(800)992-6514 x-3482

NORTHEASTERN UNIVERSITY
Boston, MA 02115
School of Journalism
(1) Concentration (2) BA BS MA MJ (4) a. 10B b. F&S 48, J&S 35 (5) 2 (6) 4 (7) L,C,OC (9) C in grammar course (10) T&F $8640; R&B $5900 (11) AAF (12) Allan Chernoff (617)437-3236

SIMMONS COLLEGE
Boston, MA 02115
Department of Communications
(1) Concentration (2) BA (4) a. 6B b. J&S 14 (5) 1 (7) L,C,OC (10) T&F $12,132; R&B $5248 (12) Department of Admissions (617)738-2107

MICHIGAN

MICHIGAN STATE UNIVERSITY
East Lansing, MI 48824
Department of Advertising
(1) Major (2) BA MA PhD(Mass Media) (4) a. 334B, 42M 1D b. F&S 475, J&S 599, M 51 D 13 (5) 12 (6) 3 (7) A,L,C,OC (8) U 1/4 (9) Jr level (10) T&F R $180-198 cr + $318; OS $480-498 cr + $318; R&B $2874 (11) AAF (12) Bruce Vanden Bergh, Chairperson (517)353-9317

WAYNE STATE UNIVERSITY
Detroit, MI 48202
Marketing Department
(1) Concentration (2) BA (3) AACSB (4) a. 105B b. J&S 215 (5) 3 (6) 10 (7) A,L,C,OC (8) 2.75 HS GPA, ACT 20, SAT 450V, 400M (9) 2.5 GPA (10) T&F R $1,317 (15 hrs); OS $2,926 (15 hrs) (12) Dr. Hugh Cannon (313)577-4525

WESTERN MICHIGAN UNIVERSITY
Kalamazoo, MI 49008-3812

Department of Marketing
(1) Major (2) BBA (3) AACSB (4) a. 35B b. F&S 107, J&S 93 (5) 2 (6) 6 (7) L,C,OC (8) U 1/3 (9) Jr. 2.5 GPA (10) T&F R $59. cr + $90; OS $178 cr + $90; R&B $3135 (11) AAF (12) Jay D. Lindquist (616)387-7209

MINNESOTA

UNIVERSITY OF MINNESOTA
Minneapolis, MN 55455
School of Journalism and Mass Communication
(1) Area (2) BA MA PhD (3) ACEJMC (4) a. 43B 4M b. F&S 142, J&S 179, M 9 (5) 4 (6) 3 (7) L,C,OC (8) U 2/3, R trf 2.2 GPA, OS trf 2.5 GPA, HS scores & rank (9) 60 hrs, Engl & Typing tests (10) T&F R $2418; OS $5099; R&B $2964 (11) AAF (12) Karen Stohl, UG Studies Office (612)625-2576

MISSISSIPPI

JACKSON STATE UNIVERSITY
Jackson, MS 39217-0990
Department of Mass Communications
(1) Sequence (2) BS (3) ACEJMC (4) a. 5B b. F&S 9, J&S 4 (5) 1 (7) L,C (9) 15 ACT, Eng Prof Exam (10) T&F $1500 for 18 hrs + $62.50; R&B $2324 (11) AAF (12) Dr. Elayne Hayes-Anthony (601) 968-2151 (Current information not furnished)

UNIVERSITY OF MISSISSIPPI
University, MS 38677
Department of Journalism
(1) Combined Major with Business (2) BSJ (3) ACEJMC (4) a. 8B b. F&S 23, J&S 30 (5) 2 (6) 2 (7) A,L,C,OC (8) ACT 15, SAT 700 (10) T&F $1987; OS $3169; R $1264; B $1400 (12) Dr. Will Norton, Chair (601)232-7146

UNIVERSITY OF SOUTHERN MISSISSIPPI
Hattiesburg, MS 39406
Department of Journalism
(1) Major (2) BA BS (3) ACEJMC 4. a. 43B, 2M b. F&S 42, J&S 121, M 6, D 1 (5) 5 (6) 7 (7) A,L,C,OC (8) ACT 15 (10) T&F R $1692; OS $2874; R&B $1890-$2150 (11) AAF (12) Dr. Donald Avery (601)266-4258

MISSOURI

SOUTHEAST MISSOURI STATE UNIVERSITY
Cape Girardeau, MO 63701
Department of Mass Communication
(1) Option (2) BA BS (4) a. 39B b. F&S 57, J&S 87

(5) 2 (6) 2 (7) L,C,OC (8) 16 ACT or 2.5 HS GPA (10) T&F R $1420; OS $2750; R&B $2450 (12) Dr. R. Ferrell Ervin (314)651-2241

UNIVERSITY OF MISSOURI
Columbia, MO 65205
School of Journalism
(1) Sequence (2) BJ MA PhD (3) ACEJMC (4) a. 292B, 74M, 3D b. J&S 579, M 182, D 26 (5) 11 (6) 25 (7) A,L,C,OC (9) Jr 3. GPA (10) T&F R $62. hr; OS $187. hr; R&B $3000 (11) AAF (12) Won H. Chang, Interim Chair (314)882-7867

NEBRASKA

CREIGHTON UNIVERSITY
Omaha, NE 68178
Department of Marketing & Management
Department of Journalism & Mass Communication
(1) Major(B) Sequence(J) (2) BA BS BBA MBA (3) AACSB (4) a. 16(B) 5(J) b. J&S 30(B) 11(J), M 1(B) (5) 3 (6) 1 (7) A,L,C,OC (8) ACT (10) T&F $7212; R&B $2330-$3420 (11) AAF (12) Prof. David Haberman (402)280-2825(J); Dean Guy Banville (402)280-2850

KEARNEY STATE COLLEGE
Kearney, NE 68849
Department of Journalism
(1) Major (2) BS (4) a. 12B b. F&S 30, J&S 20 (5) 2 (6) 2 (7) C (10) T&F R $37. pch +$59; OS $60. pch + 59; R&B $1015 (12) Tom Draper, Chair (308)234-8249

UNIVERSITY OF NEBRASKA
Lincoln, NE 68588-0130
Department of Advertising
(1) Major (2) BJ MA (3) ACEJMC (4) a. 113B b. F&S 169, J&S 296 (5) 6.5 (6) 25 (7) A,L,C,OC (8) ACT or SAT, C 1/2 HS class (9) Soph 2.5 GPA (10) T&F R $49. hr + fees; OS $132. hr + fees; R&B $2310 (11) AAF (12) Professor Linda Shipley, Chair (402)472-3065

NEVADA

UNIVERSITY OF NEVADA AT RENO
Reno, NV 89557-0040
Donald W. Reynolds School of Journalism
(1) Option (2) BA MA (3) ACEJMC (4) a. 14B b. J&S 57 (5) 1 (6) 14 (7) A,L,C,OC (8) R HSG, 2.3 GPA; OS 3. GPA (9) 2.5 GPA, Jr (10) T&F R $40-50 hr; OS $3000; R&B $2610 (12) Travis Linn, Dean (702)784-6531

NEW JERSEY

FAIRLEIGH DICKINSON UNIVERSITY
Teaneck, NJ 07666
Department of Communications
(1) Concentration (2) BA (4) a. 42B b. F&S 45, J&S 90 (5) 2 (7) L,C,OC (8) SAT (10) T&F $7210; R&B 4325 (11) AAF (12) Donald Jugenheimer (201)692-2415

NEW MEXICO

NEW MEXICO STATE UNIVERSITY
Las Cruces, NM 88003
Department of Journalism & Mass Communications
(1) Two Tracks (Adm-Design) (2) BA (4) a. 21B b. F&S 131, J&S 167 (5) 2 (6) 5 (7) L,C.OC (8) C or 18 ACT (9) 3. GPA (10) T&F R $676; OS $2300; R&B $1200-1570 (11) AAF (12) Dr. J. Sean McCleneghan (505) 646-1034

NEW YORK

CITY UNIVERSITY OF NEW YORK
New York, NY 10010
The Bernard M. Baruch College
Department of Marketing
(1) Major (2) BBA MBA PhD (3) AACSB (4) a. 120B, 18M, 1D b. J&S 230, M 48, D 3 (5) 5 (6) 3 (7) A,L,C,OC (8) U 1/3 or 82% ave or 950 SAT, (10) T&F R UG $1350; OS $2650; (11) AAF (12) Professor Conrad Berenson, Professor Morton Jaffe (212)725-3295

MEDAILLE COLLEGE
Buffalo, NY 14214
Media Communications Department
(1) Area (2) BS (4) a. 21B b. F&S 39, J&S 33 (5) 3 (7) L,C,OC (8) 75 (10) T&F $6090 (12) Jacqueline S. Smukler, Admissions or Judith Baker-Martin, Chair (716) 884-3281

SYRACUSE UNIVERSITY
Syracuse, NY 13210
School of Public Communications
(1) Major (2) AB BS MA MS (3) ACEJMC (4) a. 114B, 10M b. F&S 161, J&S 247, M 16 (5) 3 (6) 15 (7) A,L,C,OC (8) U 1/4 (10) T&F $9903; R&B $4530 (11) AAF (12) Edward C. Stephens, Dean (315)443-2301
(Current information not furnished)

NORTH CAROLINA

UNIVERSITY OF NORTH CAROLINA
Chapel Hill, NC 27514
School of Journalism
(1) Sequence (2) AB MA PhD (3) ACEJMC (4) a. 136B, 3M b. J&S 250, M 10, D 3 (5) 6 (6) 2 (7) A,L,C,OC (8) Competitive (9) 2.4 GPA; spelling & grammar exam (10) T&F R $504; OS $2755; R $1258 (11) AAF (12) Associate Dean Thomas A. Bowers (919)962-4084

NORTH DAKOTA

UNIVERSITY OF NORTH DAKOTA
Grand Forks, ND 58202
School of Communication
(1) Major (2) BA (4) a. 34B b. F&S 86, J&S 62 (5) 1 (6) 3 (7) L,C,OC (8) OS U 1/2 (9) 2.3 GPA+entrance exam (10) T&F R $1724; OS $3986; R&B $2236 (11) AAF (12) John Vivian, Interim Director (701)777-2159

OHIO

KENT STATE UNIVERSITY
Kent, OH 44242
School of Journalism and Mass Communication
(1) Sequence (2) BS BA (3) ACEJMC (4) a. 41B b. J&S 84 (5) 2 (7) L,C (8) OS C SAT ACT (9) 2.5 GPA, B ave in Engl (10) T&F R $2826; OS $5426; R&B $2556-$2872 (11) AAF (12) Gregory Blase (216)672-2572

MARIETTA COLLEGE
Marietta, OH 45750
Mass Media Department
(1) Major (2) BA (4) a. 8B b. F&S 11, J&S 15 (5) 1 (7) L,C,O,C (12) Rick Shriver (614)374-4802

OHIO STATE UNIVERSITY
Columbus, OH 43210
School of Journalism
(1) Sequence (2) BA MA (3) ACEJMC (4) a. 176B b. J&S 396 (5) 2.5 (7) A (9) 60 hrs 2.5 GPA (10) T&F R $2190; OS $6279; R&B $3477 (11) AAF (12) Prof. Sharon Brock (614)292-6294

OHIO UNIVERSITY
Athens OH 45701
E. W. Scripps School of Journalism
(1) Sequence (2) BSJ MS PhD (3) ACEJMC (4) a. 68B, 2M b. F&S 91, J&S 136, M 3 (5) 5 (6) 16 (7) A,L,C,OC (8) U 1/2 (9) 2.5/4. for trf (10) T&F R $2556; OS $5415; R&B $1704 (11) AAF (12) Prof. Robert Richardson (614)593-2613

YOUNGSTOWN STATE UNIVERSITY
Youngstown, OH 44555
Department of Marketing
(1) Major (2) BS BA (4) a. 27B b. F&S 12, J&S 20 (5) 4 (6) 1 (7) A,L,C,OC (8) ACT or SAT (10) T&F R $2001; OS $3201; R&B $3000 (11) AAF (12) Dr. E. Terry Deiderick, Chairperson (216)742-3082

UNIVERSITY OF AKRON
Akron, OH 44325-4804
Department of Marketing
(1) Major (2) BS BA (3) AACSB (4) a. 2B b. J&S 42 (6) 3 (7) A, L, C, OC (9) 45 hr • 2.3 GPA (10) T&F R $2277; OS $5592; R&B $2950 (12) George Prough, Coordinator, Adv Studies (216)375-7652

OKLAHOMA

CENTRAL STATE UNIVERSITY
Edmond, OK 73034
Department of Journalism
(1) Major (2) BA BAED ME (4) a. 17B b. F&S 63, J&S 57, M 2 (5) 1 (6) 1 (7) L,C,OC (8) U 2/3 (10) T&F R $35-47 hr; OS $94-123 hr; R&B $1776 (11) AAF (12) Dr. Ray Tassin, Chairman (405)341-2980

OKLAHOMA CITY UNIVERSITY
Oklahoma City, OK 73106
Department of Mass Communications
(1) Sequence (2) BA (4) a. 21B b. F&S 39, J&S 22 (5) 1 (6) 2 (7) L,C (8) 2. GPA, 18 ACT, 2. HS ave (10) T $4540; R&B $3160 (11) AAF (12) Prof. Sandra Martin (405)521-5326

OKLAHOMA STATE UNIVERSITY
Stillwater, OK 74078
School of Journalism and Broadcasting
(1) Option (2) BS MS EdD (3) ACEJMC (4) a.51B b. F&S 52, J&S 94 (5) 9 (6) 2 (7) A,L,C,OC (8) U 1/2 (9) 2. GPA (10) T&F R $41-53 hr; OS $84-118 hr; R&B $2500 (11) AAF (12) Marian Nelson, Director (405)624-6351

UNIVERSITY OF OKLAHOMA
Norman, OK 73019
School of Journalism and Mass Communication
(1) Sequence (2) BA MA (3) ACEJMC (4) a. 54B, 5M b. F&S 142, J&S 183, M 16 (5) 5 (6) 50 (7) A,L,C,OC (8) R/NR U 1/2 (9) 2.25 GPA • writing test (10) T&F R $1131; OS $1844; R&B 2650 (11) AAF (12) Bruce Hinson, Assoc. Director (405)325-2721

SOUTHEASTERN OKLAHOMA STATE UNIVERSITY
Durant, OK 47401
Department of Communication
(1) Sequence (2) BA ME BAED (4) a. 1B b. F&S 11, J&S 22, M 1 (5) 1 (6) 1 (7) A,L,C,OC (10) T&F R $650; OS $1651, 15 hrs; R&B $8852 (11) AAF (12) Dr. Robert Hays II, Director (405) 924-0121 x-6961

OREGON

UNIVERSITY OF OREGON
Eugene, OR 97403
School of Journalism
(1) Sequence (2) BA BS MA MS (3) ACEJMC (4) a. 43B, b. F&S 92, J&S 118 M 8 (5) 4 (6) 50 (7) A,L,C,OC (8) R/NR 3. HSG (9) Jr. 2.5 GPA (10) T&F R $1672; OS $4456; R&B $2486 (11) AAF (12) Dean Arnold Ismach (503)686-3739

PORTLAND STATE UNIVERSITY
Portland, OR 97207
Department of Marketing
(1) Major (2) BS (3) AACSB (4) a. 40B b. J&S 80 (5) 4 (6) 5 (7) A,L,C,OC (8) 2.5 GPA (9) Competitive (10) T&F R $530; OS $1486 (12) Dr. Robert R. Harmon or Dr. Bruce L. Stern (503)725-3715

PENNSYLVANIA

PENNSYLVANIA STATE UNIVERSITY
University Park, PA 16802
School of Communications
(1) Major (2) BA (3) ACEJMC (4) a. 88B b. F&S 22, J&S 160 (5) 5 (6) 5 (7) L,C,OC (8) U 3/5 (9) Limited to 80 by GPA rank (10) T&F R $2996; OS $6018; R&B $6018 (11) AAF (12) Katherine Frith (814)865-9963

TEMPLE UNIVERSITY
Philadelphia, PA 19122
Department of Journalism
(1) Sequence (2) BA (3) ACEJMC (4) a. 85B b. F&S 100, J&S 175 (5) 4 (6) 3 (7) A,L,C,OC (8) GPA SAT (10) T&F R $3894; OS $6752; R&B $3750 (12) James L. Marra (215)787-1904

SOUTH CAROLINA

UNIVERSITY OF SOUTH CAROLINA
Columbia, SC 29208
College of Jour and Mass Communications
(1) Sequence (2) BA MA MMC (3) ACEJMC (4) a. 60B,

5M b. F&S 120, J&S 102, M 6 (5) 6 (6) 12 (7) A,L,C,OC (8) U 1/2 (9) 2.5/4. (10) T R $2448; OS $5548; R&B $2636 up (11) AAF (12) William Goodrich (803)777-6973

SOUTH DAKOTA

SOUTH DAKOTA STATE UNIVERSITY
Brookings, SD 57007
Department of Journalism and Mass Communication
(1) Sequence (2) BA BS MA (3) ACEJMC (4) a. 4B, 1M b. F&S 30, J&S 31, M 1 (5) 1 (6) 4 (7) A,L,C,OC (8) R U 1/2 or 21 ACT; OS U 1/2 or 22 ACT (9) C in Fr Engl Comp (10) T&F R $1601; OS $2966; R&B $1584 (11) AAF (12) Dr. Gerry Egan (605)688-6514 (Current information not furnished)

TENNESSEE

MEMPHIS STATE UNIVERSITY
Memphis, TN 38152
Department of Journalism
(1) Sequence (2) BA (3) ACEJMC (4) a. 30B b. F&S 29, J&S 99 (5) 2 (6) 8 (7) A,L,C,OC (8) 18 ACT (10) T&F R $1407; OS $2999; R $720 (11) AAF (12) Ron Spielberger (901)678-2401

MIDDLE TENNESSEE STATE UNIVERSITY
Murfreesboro, TN 37132
Department of Mass Communications
(1) Sequence (2) BS (3) ACEJMC (4) a. 20B b. F&S 100, J&S 120 (5) 2 (6) 1 (7) L,C,OC (10) T R $616; OS $2093; R&B $911 (11) AAF (12) Dr. Ed Applegate (615)898-2607

UNIVERSITY OF TENNESSEE
Knoxville, TN 37996-0343
Department of Advertising
(1) Major (2) BS MS PhD (3) ACEJMC (4) a. 64B, 2M b. F&S 280, J&S 190, M 8, D 5 (5) 5 (6) 10 (7) A,L,C,OC (8) R 2.25 or 17 ACT, NR 2.5 or 18 ACT (9) 2.3 GPA (10) T&F R $1406; OS $4010; R&B $2850 (11) AAF (12) Ron Taylor, Head (615)974-3048

UNIVERSITY OF TENNESSEE AT CHATTANOOGA
Chattanooga, TN 37403-2598
Department of Communication
(1) Concentration (2) BA (4) a. 8B b. F&S 38, J&S 36 (5) 1 (7) L,C,OC (8) ACT 12 or SAT 640 (10) T&F R $1376; OS $4328; R&B R $2496; OS $2976 (12) Dr. Peter K. Pringle (615)755-4400

TEXAS

ABILENE CHRISTIAN UNIVERSITY
Abilene, TX 79699
Department of Communication
(1) Major (2) BA (4) a. 7B b. F&S 16, J&S 17, (5) 2 (7) L,C,OC (9) Language skills, Typing, 2.5 GPA (10) T&F $4400; R&B $2600 (11) AAF (12) Dr. Jeff Warr, Director (915)674-2045

SOUTHERN METHODIST UNIVERSITY
Dallas, TX 75275
Department of Advertising
(1) Major (2) BA BFA (4) a. 148B b. F&S 72, J&S 144 (5) 5 (6) 16 (7) A,L,C,OC (8) 1090 SAT (9) 2.5 GPA in core courses (10) T&F $8764; R&B $4360 (11) AAF (12) Dr. Jim Morris, Chairman (214)692-3807

SOUTHWEST TEXAS STATE UNIVERSITY
San Marcos, TX 78666
Department of Journalism
(1) Sequence (2) BA (4) a. 96B b. F&S 81, J&S 123 (5) 4 (6) 10 (7) A,L,C,OC (8) ACT (9) Eng Test (10) T&F R $541; OS $2205; R&B $1354 (11) AAF (12) Dr. Roger E. Bennett (512)245-2656

TEXAS CHRISTIAN UNIVERSITY
Fort Worth, TX 76129
Department of Journalism
(1) Sequence (2) BS (3) ACEJMC (4) a. 52B b. F&S 41, J&S 121 (5) 2 (6) 3 (7) C,OC (8) Grammar, spelling, punctuation, typing tests (9) GSP Test (10) T&F $212 hr + $736; R&B $2198 (11) AAF (12) Dr. Jack Raskopf (817)921-7425

TEXAS TECH UNIVERSITY
Lubbock, TX 79409
School of Mass Communications
(1) Major (2) BA MA EdD (3) ACEJMC (4) a. 113B b. F&S 144, J&S 178, M 3 (5) 5 (6) 52 (7) A,L,C,OC (8) HS rank & SAT, R/NR U 1/4-no min; 2nd 1/4-900; 3rd 1/4-1000+ (9) 2.5 GPA, 1000 SAT/20 ACT (10) T&F R $1450; OS $3900; R&B $3400 (11) AAF (12) Dr. Jerry C. Hudson, Director (806)742-3385

TEXAS WESLEYAN UNIVERSITY
Fort Worth, TX 76105-2399
Department of Mass Communication
(1) Emphasis (2) BS (4) a. 18B b. F&S 19, J&S 15 (5) 3 (6) 1 (8) 850 SAT, 18 ACT (10) T&F $5000; R&B $3300 (12) Dr. Michael Sewell, Chairman (817)531-4927

UNIVERSITY OF HOUSTON
Houston, TX 77004
School of Communication
(1) Area (2) BA (4) a. 19 b. J&S 48, J&S 70 (5) 1 (6) 9 (7) A,C,OC (8) SAT 900-1100, ACT 17-26 (10) T&F N $595; OS $2055 (11 hrs); R&B $3800 (11) AAF (12) Prof Ted Stanton, Head, Journ (713)749-1745

UNIVERSITY OF NORTH TEXAS
Denton, TX 76203
Department of Journalism
(1) Sequence (2) BA BS MJ MS (3) ACEJMC (4) a. 80 b. P&S 96, J&S 134 (5) 4 (6) 3 (7) A,L,C,OC (8) SAT 800 (9) Typing Test (10) T&F (12 hrs) N $780; OS $3276; R&B $3515 (11) AAF (12) Richard Wells, Chair (817)565-2205

UNIVERSITY OF TEXAS AT AUSTIN
Austin, TX 78712
Department of Advertising
(1) Major (2) BS MA PhD (4) a. 2048, 198, 10 b. P&S 234, J&S 616, M 62, O 8 (5) 22 (6) 6 (7) A,L,C,OC (8) SAT and ACT scores, GRE 1000+ (9) Grad 250 V GRE & 3.5 UG GPA (10) T&F N $874; OS $3994; R&B $3300-$3350 (11) AAF (12) Edward W. Cundiff, Chairman (512)471-1101

UTAH

BRIGHAM YOUNG UNIVERSITY
Provo, UT 84602
Department of Communication
(1) Sequence (2) BA MA(Comm) (3) ACEJMC (4) a. 800, b. J&S 110 (5) 8 (6) 12 (7) A,L,C,OC (8) Individual GPA & ACT (10) T&F $1850, non-church members $2650; R&B $2700 (11) AAF (12) Dr. Dennis Martin (801)378-2077

VIRGINIA

NORFOLK STATE UNIVERSITY
Norfolk, VA 23504
Department of Journalism
(1) Sequence (2) BA (4) a. 10 b. P&S 15, J&S 14 (5) 1 (6) 5 (7) A,L,C,OC (10) T&F N $1678; OS $4010; R&B $1490 (12) Dr. Dianne L. Cherry (804)683-8230

VIRGINIA COMMONWEALTH UNIVERSITY
Richmond, VA 23284
School of Mass Communications
(1) Sequence (2) BS MS (4) a. 1000 b. P&S 300, J&S 250 (5) 3 (6) 2 (8) SAT 1000 (10) T&F N $1275; OS

$3021; B&B $2080 (12) Thomas E. Donohue (804)367-1260

WASHINGTON

UNIVERSITY OF WASHINGTON
Seattle, WA 98195
School of Communications
(1) Sequence (2) BA MA PhD (3) ACEJMC (4) a. 110B, b. P&S 6, J&S 158, (5) 3.5 (6) 4 (7) A,L,C,OC (8) ACT, SAT, or WPCT (9) 3.27 Soph (10) T H $1827; OS $5082; B&B $3590-6859 (11) AAF (12) Lawrence Bowen, Sequence Chair (206)543-2722/2660

WASHINGTON STATE UNIVERSITY
Pullman, WA 99164-2520
Department of Communications
(1) Sequence (2) BA MA (4) a. 640 b. P&S 5, J&S 123 (5) 2 (6) 2 (7) A,L,C,OC (8) SE - college prep courses (9) 85 hrs & 2.7 in 9 hrs comm courses & 2.5 cum (10) T H $1828; OS $5082; B $1760 (11) AAF (12) Janay Collins (509)335-2214

WEST VIRGINIA

MARSHALL UNIVERSITY
Huntington, WV 25701
School of Journalism
(1) Sequence (2) BA MAJ (3) ACEJMC (4) a. 120 b. P&S 50, J&S 34 (5) 2 (6) 4 (7) A,L,C,OC (8) 2. HS GPA, ACT (9) 30 hrs 2.25 GPA, language & typing tests (10) T&F H $1643; OS $3713; B&B $3261 (11) AAF (12) Janet Dooley (304)696-2734

WEST VIRGINIA UNIVERSITY
Morgantown, WV 26506
School of Journalism
(1) Sequence (2) BSJ MSJ (3) ACEJMC (4) a. 128, 2M b. J&S 119; M 26 (5) 2 (6) 4 (7) A,L,C,OC (8) Jr. Engl Test, 2.5 GPA at 75 hrs (10) T&F H $775; OS $1940; B&B $1742 (11) AAF (12) Richard Schreiber, PhD (304)293-3505

WISCONSIN

MARQUETTE UNIVERSITY
Milwaukee, WI 53233
College of Comm., Journalism, & Performing Arts
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